

Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH
 Advertiser () POLITICAL ISSUE GROU
 Product CROSSROADS GPS
 Estimate# 862
 Buyer STEPHANIE MARONEY
 Phone#
 Fax#
 Agency () CROSSROADS MEDIA LLC
 66 CANAL CENTER PLAZA, SUITE 555
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E //862
 Flight Dates 07/31/2012 - 08/06/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () ALEXANDRA BRADLEY
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-CREDITS LINES 17 & 33. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*7	TU-F	730A-8A	THE EARLY SHOW	:30	\$450.00	07/31-08/03	3	1	3	\$1,350.00	
				Sales Remark: V19 1X MSD								
				V17 Comment Changed, Spots/week Changed								
				V19 Comment Changed, Spots/week Changed								
	*33	TU-TH	1135P-1235A	LETTERMAN	:30	\$650.00	07/31-08/02	2	1	2	\$1,300.00	
				Sales Remark: V19 1X MSD								
				V19 Comment Changed, Spots/week Changed								
				V17 Comment Changed								
	*37	SU	1P-4P	NFL NON-BENGALS	:30	\$1,800.00	08/05-08/05	0	0	0	\$0.00	
				V17 Comment Changed								

---REPORT TOTALS---

Report Totals: 5 / \$2,650.00

---SALES MONTHLY TOTALS---

Aug 12: 70 / \$70,450.00

Sales Totals: 70 / \$70,450.00

was \$ 71,550
 now 70,450
 Original total 73,350

Rep Order# 9780533 Ver# 19 Status Revised
EC'd Yes

Traffic Order# 46303

Printed: 08/03/2012 3:45 PM
Last Received: 08/03/2012 2:59 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 862
Buyer STEPHANIE MARONEY
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //862
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Station Totals: 70 / \$70,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$234,833	CABL 0%	EKRC 1%	UNKN 0%	WBOC 0%	WCPC 21%
		WKRC 30%	WLWT 38%	WSTR 1%	WXIX 9%	

---COMPETITIVE COMMENTS---

EKRC - 100
WKRC - 73550
WLWT - 95875
WCPC - 52715
WSTR - 3250
WXIX - 24700
TOTL - 250190

Books null
Demos RA35+

Showing Buylines: All Rep & Sta Revised Lines
Last Received: 08/03/2012 11:19 AM

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 862
Buyer STEPHANIE MARONEY
Phone#
Fax#
Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //862
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 7 & 33
t/r
lynda/jlm

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	* 7	TU-F	730A-8A	THE EARLY SHOW	:30	\$450.00	07/31-08/03	4	1	4	\$1,800.00	-----
Station Remark: V18 I found one more spot that did not air 8/3 pls credit												
V17 Comment Changed, Spots/week Changed												
*37	SU	1P-4P	NFL NON-BENGALS		:30	\$1,800.00	08/05-08/05	0	0	0	\$0.00	
V17 Comment Changed												
*33	TU-TH	1135P-1235A	LETTERMAN		:30	\$650.00	07/31-08/02	3	1	3	\$1,950.00	
Station Remark: V18 found one more spot na on 8/3 pls credit												

---REPORT TOTALS---

Report Totals: 7 / \$3,750.00

---SALES MONTHLY TOTALS---

Aug 12: 12 / \$71,550.00

Sales Totals: 72 / \$71,550.00

Rep Order# 9780533 Ver# 18 Status Returned
EC'd Yes

Traffic Order# 46303

Printed: 08/03/2012 12:04 PM
Last Received: 08/03/2012 11:19 AM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 862
Buyer STEPHANIE MARONEY
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //862
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Station Totals: 72 / \$71,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$238,500

CABL 0%
WKRC 30%

EKRC 1%
WLMT 38%

UNKN 0%
WSTR 1%

WBQC 0%
WXIX 9%

WCPO 21%

---COMPETITIVE COMMENTS---

EKRC - 100
WKRC - 73550
WLMT - 95875
WCPO - 52715
WSTR - 3250
WXIX - 24700
TOTL - 250190

Books null
Demos RA35+

Spot Manager: Preempted/Unresolved, 07/31/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------	-------	--------------------	-------------	------------------	------------	--------	----

Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 46303

9786533

Line: 7

08/03/12	Friday	:30	\$450.00 P-2	CBS This Morning	7:30 AM-8:00 AM	CROSS	5 MWASI
			\$450.00				1

Line: 33

08/03/12	Friday	:30	\$650.00 P-2	Letterman	11:35 PM-12:35 X	CROSS	4 MWASI
			\$650.00				1
			\$1,100.00				2
			\$1,100.00				2
			\$1,100.00				2
			\$1,100.00				2
			\$1,100.00				2

Spot Manager: All, 07/31/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------	-------	--------------------	-------------	---------------------------	------------	--------	----

Advertiser: Crossroads Grass Root Political
Agency: Crossroads Media
Station: WKRC-TV
Order: 46303

Line: 1

08/03/12	Friday	5:06:12 AM	:30	\$850.00	P-1	USPRTV1:5a Good Morn Cincinnati		5:30 AM-6:00 AM	CROSS		2	MWASI
08/01/12	Wednesday	5:41:09 AM	:30	\$850.00	P-1	USPRTV1:5a Good Morn Cincinnati		5:30 AM-6:00 AM	CROSS		1	MWASI
08/03/12	Friday	5:43:37 AM	:30	\$850.00	P-1	USPRTV1:5a Good Morn Cincinnati		5:30 AM-6:00 AM	CROSS		3	MWASI

Line: 3

08/02/12	Thursday	6:27:23 AM	:30	\$900.00	P-1	USPRTV1:6a Good Morn Cincinnati		6:00 AM-6:30 AM	CROSS		2	MWASI
08/01/12	Wednesday	5:57:32 AM	:30	\$900.00	P-1	USPRTV1:6a Good Morn Cincinnati		6:00 AM-6:30 AM	CROSS		1	MWASI
08/03/12	Friday	6:28:14 AM	:30	\$900.00	P-1	USPRTV1:6a Good Morn Cincinnati		6:00 AM-6:30 AM	CROSS		3	MWASI

Line: 4

08/03/12	Friday	7:59:26 PM	:30	\$2,700.00	P-2	USPRTV1:Fri Reg 1			CROSS		2	MWASI
----------	--------	------------	-----	------------	-----	-------------------	--	--	-------	--	---	-------

Line: 5

08/03/12	Friday	7:18:20 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		7:00 AM-7:30 AM	CROSS		4	MWASI
08/01/12	Wednesday	7:40:02 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		7:00 AM-7:30 AM	CROSS		2	MWASI
08/03/12	Friday	7:36:07 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		7:00 AM-7:30 AM	CROSS		5	MWASI
08/02/12	Thursday	8:54:01 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		7:00 AM-7:30 AM	CROSS		3	MWASI
08/01/12	Wednesday	6:58:30 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		7:00 AM-7:30 AM	CROSS		1	MWASI

Line: 7

08/02/12	Thursday	7:54:11 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		7:30 AM-8:00 AM	CROSS		2	MWASI
08/03/12	Friday	7:59:26 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		7:30 AM-8:00 AM	CROSS		4	MWASI
08/03/12	Friday	10:24:45 AM	:30	\$450.00	P-2	USPRTV1:M-F 10a-11a			CROSS		6	MWASI
08/01/12	Wednesday	7:58:55 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		7:30 AM-8:00 AM	CROSS		1	MWASI

Line: 9

08/01/12	Wednesday	8:17:45 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		8:00 AM-8:30 AM	CROSS		1	MWASI
08/03/12	Friday	8:29:26 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		8:00 AM-8:30 AM	CROSS		4	MWASI
08/02/12	Thursday	8:09:04 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		8:00 AM-8:30 AM	CROSS		3	MWASI
08/02/12	Thursday	8:23:01 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		8:00 AM-8:30 AM	CROSS		2	MWASI
08/03/12	Friday	8:19:00 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning		8:00 AM-8:30 AM	CROSS		5	MWASI

Line: 11

08/03/12	Friday	10:14:40 AM	:30	\$375.00	P-2	USPRTV1:M-F 10a-11a		10:00 AM-11:00 AM	CROSS		3	MWASI
08/02/12	Thursday	10:48:41 AM	:30	\$375.00	P-2	USPRTV1:M-F 10a-11a		10:00 AM-11:00 AM	CROSS		2	MWASI
08/03/12	Friday	10:41:45 AM	:30	\$375.00	P-2	USPRTV1:M-F 10a-11a		10:00 AM-11:00 AM	CROSS		4	MWASI
08/01/12	Wednesday	10:38:30 AM	:30	\$375.00	P-2	USPRTV1:M-F 10a-11a		10:00 AM-11:00 AM	CROSS		1	MWASI

Line: 13

				\$1,500.00								

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 07/31/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product Desc	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------------	--------------------	-------------	--------------------	------------	--------	----

Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 46303

Line: 13

08/03/12	Friday	11:28:41 AM	:30	\$1,600.00 P-1	USPRTV1:The Price is Right		11:00 AM-12:00 FCROSS			3	MWASI
08/02/12	Thursday	10:58:54 AM	:30	\$1,600.00 P-1	USPRTV1:The Price is Right		11:00 AM-12:00 FCROSS			2	MWASI
08/01/12	Wednesday	11:27:55 AM	:30	\$1,600.00 P-1	USPRTV1:The Price is Right		11:00 AM-12:00 FCROSS			1	MWASI

Line: 14

08/03/12	Friday	9:19:27 PM	:30	\$3,450.00 P-3	USPRTV1:Fri Reg 2		CROSS			1	MWASI
----------	--------	------------	-----	----------------	-------------------	--	-------	--	--	---	-------

Line: 15

08/03/12	Friday	12:28:56 PM	:30	\$1,400.00 P-1	USPRTV1:Local 12 News at Noon		12:00 PM-12:30 FCROSS			4	MWASI
08/01/12	Wednesday	12:23:39 PM	:30	\$1,400.00 P-1	USPRTV1:Local 12 News at Noon		12:00 PM-12:30 FCROSS			1	MWASI
08/02/12	Thursday	12:25:34 PM	:30	\$1,400.00 P-1	USPRTV1:Local 12 News at Noon		12:00 PM-12:30 FCROSS			2	MWASI
08/03/12	Friday	12:21:34 PM	:30	\$1,400.00 P-1	USPRTV1:Local 12 News at Noon		12:00 PM-12:30 FCROSS			3	MWASI

Line: 17

08/01/12	Wednesday	12:56:18 PM	:30	\$850.00 P-1	USPRTV1:Young & the Restless		12:30 PM-1:30 PTCROSS			1	MWASI
08/01/12	Wednesday	1:29:12 PM	:30	\$850.00 P-1	USPRTV1:Young & the Restless		12:30 PM-1:30 PTCROSS			2	MWASI
08/02/12	Thursday	1:00:56 PM	:30	\$850.00 P-1	USPRTV1:Young & the Restless		12:30 PM-1:30 PTCROSS			3	MWASI
08/03/12	Friday	1:28:56 PM	:30	\$850.00 P-1	USPRTV1:Young & the Restless		12:30 PM-1:30 PTCROSS			5	MWASI
08/03/12	Friday	12:58:41 PM	:30	\$850.00 P-1	USPRTV1:Young & the Restless		12:30 PM-1:30 PTCROSS			4	MWASI

Line: 19

08/03/12	Friday	3:58:32 PM	:30	\$500.00 P-2	USPRTV1:Let's Make a Deal		3:00 PM-4:00 PM CROSS			5	MWASI
08/02/12	Thursday	3:25:08 PM	:30	\$500.00 P-2	USPRTV1:Let's Make a Deal		3:00 PM-4:00 PM CROSS			2	MWASI
08/03/12	Friday	3:29:21 PM	:30	\$500.00 P-2	USPRTV1:Let's Make a Deal		3:00 PM-4:00 PM CROSS			3	MWASI
08/03/12	Friday	3:59:17 PM	:30	\$500.00 P-2	USPRTV1:Let's Make a Deal		3:00 PM-4:00 PM CROSS			4	MWASI
08/01/12	Wednesday	3:58:43 PM	:30	\$500.00 P-2	USPRTV1:Let's Make a Deal		3:00 PM-4:00 PM CROSS			1	MWASI

Line: 21

08/01/12	Wednesday	4:52:17 PM	:30	\$1,200.00 P-2	USPRTV1:4p Local 12 News at Four		4:30 PM-5:00 PM CROSS			1	MWASI
08/03/12	Friday	4:50:21 PM	:30	\$1,200.00 P-2	USPRTV1:4p Local 12 News at Four		4:30 PM-5:00 PM CROSS			4	MWASI
08/01/12	Wednesday	4:37:32 PM	:30	\$1,200.00 P-2	USPRTV1:4p Local 12 News at Four		4:30 PM-5:00 PM CROSS			2	MWASI
08/02/12	Thursday	4:37:21 PM	:30	\$1,200.00 P-2	USPRTV1:4p Local 12 News at Four		4:30 PM-5:00 PM CROSS			3	MWASI

Line: 23

08/01/12	Wednesday	5:13:33 PM	:30	\$1,400.00 P-2	USPRTV1:5p Local 12 News at Five		(5:00:00 PM-5:30 CROSS			1	MWASI
08/02/12	Thursday	5:27:55 PM	:30	\$1,400.00 P-2	USPRTV1:5p Local 12 News at Five		(5:00:00 PM-5:30 CROSS			2	MWASI
08/03/12	Friday	5:11:25 PM	:30	\$1,400.00 P-2	USPRTV1:5p Local 12 News at Five		(5:00:00 PM-5:30 CROSS			4	MWASI
08/03/12	Friday	5:20:37 PM	:30	\$1,400.00 P-2	USPRTV1:5p Local 12 News at Five		(5:00:00 PM-5:30 CROSS			3	MWASI

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 07/31/12-08/06/12

Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Desc	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------	-------	--------------------	-------------	--------------------	------------	--------	----

Advertiser: Crossroads Grass Root Political
Agency: Crossroads Media
Station: WKRC-TV
Order: 46303

Line: 25

08/03/12	Friday	5:42:37 PM	:30	\$1,500.00 P-2		USPRTV1:5p Local 12 News at Five	(5:30:00 PM-6:00 CROSS	4 MWASI				
08/03/12	Friday	5:35:51 PM	:30	\$1,500.00 P-2		USPRTV1:5p Local 12 News at Five	(5:30:00 PM-6:00 CROSS	3 MWASI				
08/01/12	Wednesday	5:51:02 PM	:30	\$1,500.00 P-2		USPRTV1:5p Local 12 News at Five	(5:30:00 PM-6:00 CROSS	1 MWASI				
08/02/12	Thursday	5:53:21 PM	:30	\$1,500.00 P-2		USPRTV1:5p Local 12 News at Five	(5:30:00 PM-6:00 CROSS	2 MWASI				
\$6,000.00												

Line: 27

08/03/12	Friday	2:59:26 PM	:30	\$1,600.00 P-2		USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM CROSS	3 MWASI				
08/03/12	Friday	5:57:36 PM	:30	\$1,600.00 P-2		USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM CROSS	2 MWASI				
08/02/12	Thursday	6:08:14 PM	:30	\$1,600.00 P-2		USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM CROSS	1 MWASI				
\$4,800.00												

Line: 29

08/01/12	Wednesday	7:28:42 PM	:30	\$1,200.00 P-2		USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM CROSS	1 MWASI				
08/02/12	Thursday	7:28:05 PM	:30	\$1,200.00 P-2		USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM CROSS	3 MWASI				
08/01/12	Wednesday	7:11:53 PM	:30	\$1,200.00 P-2		USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM CROSS	2 MWASI				
08/03/12	Friday	7:10:42 PM	:30	\$1,200.00 P-2		USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM CROSS	4 MWASI				
\$4,800.00												

Line: 30

08/03/12	Friday	7:42:37 PM	:30	\$1,200.00 P-2		USPRTV1:M-F 730p-8p	CROSS	2 MWASI				
\$1,200.00												
Line: 31												
08/01/12	Wednesday	11:27:02 PM	:30	\$1,800.00 P-2		USPRTV1:11p M-F Local 12 News 11	11:00 PM-11:35 FCROSS	1 MWASI				
08/02/12	Thursday	11:34:33 PM	:30	\$1,800.00 P-2		USPRTV1:11p M-F Local 12 News 11	11:00 PM-11:35 FCROSS	2 MWASI				
\$3,600.00												

Line: 33

08/02/12	Thursday	12:30:19 XM	:30	\$650.00 P-2		USPRTV1:Letterman	11:35 PM-12:35 X CROSS	3 MWASI				
08/01/12	Wednesday	12:00:43 XM	:30	\$650.00 P-2		USPRTV1:Letterman	11:35 PM-12:35 X CROSS	2 MWASI				
08/01/12	Wednesday	12:08:09 XM	:30	\$650.00 P-2		USPRTV1:Letterman	11:35 PM-12:35 X CROSS	1 MWASI				
\$1,950.00												

Line: 35

08/01/12	Wednesday	4:35:57 XM	:30	\$150.00 P-1		USPRTV1:430-5a News	4:30 AM-4:59 AM CROSS	1 MWASI				
\$150.00												
Line: 36												
08/03/12	Friday	5:28:15 PM	:30	\$1,200.00 P-2		USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 CROSS	2 MWASI				
\$1,200.00												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 07/31/12-08/06/12 (08/03/12 3:54:13 PM)

Spot Manager: All, 07/31/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
				\$70,450.00							70

[Filtered by:] [Sorted by: Station]

Rep Order# 9780533 Ver# 17 Status Revised Traffic Order# 46303 Printed: 08/03/2012 11:43 AM Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 862
Buyer STEPHANIE MARONEY
Phone#
Fax#
Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //862
Flight Dates 07/31/2012 - 08/06/2012
Salesperson () WASHINGTON
Sales Office () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-CREDIT ALL MISSED SPOTS. NOTHING CAN RUN PAST 11PM ON FRI 8/3.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*7	TU-F	730A-8A	THE EARLY SHOW	:30	\$450.00	07/31-08/03	4	1	4	\$1,800.00	
Sales Remark: V17 1X NA												
V17 Comment Changed, Spots/week Changed												
	*37	SU	1P-4P	NFL NON-BENGALS	:30	\$1,800.00	08/05-08/05	0	0	0	\$0.00	
Sales Remark: V17 CREDIT												
V17 Comment Changed												

---REPORT TOTALS---

Report Totals: 4 / \$1,800.00

---SALES MONTHLY TOTALS---

Aug 12: 72 / \$71,550.00
Sales Totals: 72 / \$71,550.00
Station Totals: 72 / \$71,550.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$238,500
CABL 0% EKRC 1% UNKN 0% WBQC 0% WCPO 21%
WKRC 30% WIMT 38% WSTR 1% WXIX 9%

W95
73, 350
now 74,550

Rep Order# 9780533 Ver# 17 Status Revised
EC'd Yes

Traffic Order# 46303

Printed: 08/03/2012 11:43 AM
Last Received: 08/03/2012 11:19 AM
Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 862
Buyer STEPHANIE MARONEY
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //862
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---COMPETITIVE COMMENTS---

EKRC - 100
WKRC - 73550
WLMT - 95875
WCPO - 52715
WSTR - 3250
WXIX - 24700
TOTL - 250190

Books null
Demos RA35+

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 862
Buyer STEPHANIE MARONEY
Phone#
Fax#
Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //862
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 7
t/r
Lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	*7	TU-F	730A-8A	THE EARLY SHOW	:30	\$450.00	07/31-08/03	5	1	5	\$2,250.00	-----
Station Remark: VI6 1x na 8/3 mg sat 6-10a news 8/4 ncir												
*37	SU	1P-4P	NFL NON-BENGALS		:30	\$1,800.00	08/05-08/05	0	0	0	\$0.00	
Station Remark: VI6 no game on 8/5 for a/c. mg sat/sun 2-6p 8/4-8/5 golf 2x @ 900. each												

---REPORT TOTALS---

Report Totals: 5 / \$2,250.00

---SALES MONTHLY TOTALS---

Aug 12: 73 / \$72,000.00
Sales Totals: 73 / \$72,000.00
Station Totals: 73 / \$72,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$240,000
CABL 0% WKRC 30% WLMW 38% UNKN 0% WBQ 0% WXP 9% WCPO 21%

Rep Order# 9780533 Ver# 16 Status Returned
EC'd Yes

Traffic Order# 46303

Printed: 08/03/2012 10:53 AM
Last Received: 08/02/2012 3:13 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 862
Buyer STEPHANIE MARONEY
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //862
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---COMPETITIVE COMMENTS---

EKRC - 100
WKRC - 73550
WLWT - 95875
WCPO - 52715
WSTR - 3250
WXIX - 24700
TOTL - 250190

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, July 31, 2012 3:30 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 46303

Station: WKRC-TV

Order Information:

Order #: 46303
Order Total: \$73,350.00
Agency: Crossroads Media
Advertiser: Crossroads Grass Root Political
Product: CROSS
Alternate Order #: 09780533
Flight Dates: 07/31/12 - 08/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (46303-7-3):

Rate: \$450.00
Air Date: Fri 08/03/12
Eligible Days: -TWThF-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:30 AM-8:00 AM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

1x Sat 6-6A
or 8/4 NWR

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 862
Buyer STEPHANIE MARONEY
Phone#
Fax#
Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //862
Flight Dates 07/31/2012 - 08/06/2012
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348
Rep Firm () WASHINGTON
Sales Office () ALEXANDRA BRADLEY
Salesperson ()

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 37
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*37	SU	1P-4P	NFL NON-BENGALS	:30	\$1,800.00	08/05-08/05	0	0	0	\$0.00	
Station Remark: V14 no game on 8/5 for afc. my sat/sun 2-6p 8/4-8/5 golf 2x @ 900. each												

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Aug 12: 73 / \$72,000.00
Sales Totals: 73 / \$72,000.00
Station Totals: 73 / \$72,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$240,000
CABL 0% WKRC 30% WLMW 38% UNKN 0% WBQ 0% WJIX 9% WCPQ 21%

---COMPETITIVE COMMENTS---

EKRC - 100
WKRC - 73550

Rep Order# 9780533 Ver# 14 Status Returned
EC'd Yes

Traffic Order# 46303

Printed: 08/03/2012 10:45 AM
Last Received: 08/02/2012 3:13 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 862
Buyer STEPHANIE MARONEY
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //862
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

WLMT - 95875
WCPO - 52715
WSTR - 3250
WXIX - 24700
TOTL - 250190

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, July 31, 2012 2:03 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 46303

Station: WKRC-TV

Order Information:

Order #: 46303
Order Total: \$73,350.00
Agency: Crossroads Media
Advertiser: Crossroads Grass Root Political
Product: CROSS
Alternate Order #: 09780533
Flight Dates: 07/31/12 - 08/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (46303-37-1):

Rate: \$1,800.00
Air Date: Sun 08/05/12
Eligible Days: -----Su
Inventory Code: AFC Regular Season
Inventory Description: AFC Regular Season
Inventory Code Time: 1:00 PM-4:00 PM
Spot Type: NM
Restricted: Earliest start: 1:00:00 PM, Latest end: 4:00:00 PM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: Program Change -No Return

*2x Sat-Sun 2-6P
or 8/4-8/5 @
\$900 each*

Spot Manager: All, 07/31/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------------	--------------------	-------------	---------------------------	------------	--------	----

Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 46303

Line: 1

08/03/12	Friday	5:06:12 AM	:30	\$850.00	P-1	USPRTV1:5a Good Morn Cincinnati	5:30 AM-6:00 AM	CROSS	2	MWASI
08/01/12	Wednesday	5:41:09 AM	:30	\$850.00	P-1	USPRTV1:5a Good Morn Cincinnati	5:30 AM-6:00 AM	CROSS	1	MWASI
08/03/12	Friday	5:43:37 AM	:30	\$850.00	P-1	USPRTV1:5a Good Morn Cincinnati	5:30 AM-6:00 AM	CROSS	3	MWASI

Line: 3

08/02/12	Thursday	6:27:23 AM	:30	\$900.00	P-1	USPRTV1:6a Good Morn Cincinnati	6:00 AM-6:30 AM	CROSS	2	MWASI
08/01/12	Wednesday	5:57:32 AM	:30	\$900.00	P-1	USPRTV1:6a Good Morn Cincinnati	6:00 AM-6:30 AM	CROSS	1	MWASI
08/03/12	Friday	6:28:14 AM	:30	\$900.00	P-1	USPRTV1:6a Good Morn Cincinnati	6:00 AM-6:30 AM	CROSS	3	MWASI

Line: 4

08/03/12	Friday	7:59:26 PM	:30	\$2,700.00	P-2	USPRTV1:Fri Reg 1		CROSS	2	MWASI
----------	--------	------------	-----	------------	-----	-------------------	--	-------	---	-------

Line: 5

08/03/12	Friday	7:18:20 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	7:00 AM-7:30 AM	CROSS	4	MWASI
08/01/12	Wednesday	7:40:02 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	7:00 AM-7:30 AM	CROSS	2	MWASI
08/03/12	Friday	7:36:07 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	7:00 AM-7:30 AM	CROSS	5	MWASI
08/02/12	Thursday	8:54:01 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	7:00 AM-7:30 AM	CROSS	3	MWASI
08/01/12	Wednesday	6:58:30 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	7:00 AM-7:30 AM	CROSS	1	MWASI

Line: 7

08/02/12	Thursday	7:54:11 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	7:30 AM-8:00 AM	CROSS	2	MWASI
08/03/12	Friday	7:59:26 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	7:30 AM-8:00 AM	CROSS	4	MWASI
08/03/12	Friday	10:24:45 AM	:30	\$450.00	P-2	USPRTV1:M-F 10a-11a		CROSS	6	MWASI
08/01/12	Wednesday	7:58:55 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	7:30 AM-8:00 AM	CROSS	1	MWASI
08/03/12	Friday		:30	\$450.00	P-2	USPRTV1:CBS This Morning	7:30 AM-8:00 AM	CROSS	5	MWASI

Line: 9

08/01/12	Wednesday	8:17:45 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	8:00 AM-8:30 AM	CROSS	1	MWASI
08/03/12	Friday	8:29:26 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	8:00 AM-8:30 AM	CROSS	4	MWASI
08/02/12	Thursday	8:09:04 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	8:00 AM-8:30 AM	CROSS	3	MWASI
08/02/12	Thursday	8:23:01 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	8:00 AM-8:30 AM	CROSS	2	MWASI
08/03/12	Friday	8:19:00 AM	:30	\$450.00	P-2	USPRTV1:CBS This Morning	8:00 AM-8:30 AM	CROSS	5	MWASI

Line: 11

08/03/12	Friday	10:14:40 AM	:30	\$375.00	P-2	USPRTV1:M-F 10a-11a	10:00 AM-11:00 AM	CROSS	3	MWASI
08/02/12	Thursday	10:48:41 AM	:30	\$375.00	P-2	USPRTV1:M-F 10a-11a	10:00 AM-11:00 AM	CROSS	2	MWASI
08/03/12	Friday	10:41:45 AM	:30	\$375.00	P-2	USPRTV1:M-F 10a-11a	10:00 AM-11:00 AM	CROSS	4	MWASI
08/01/12	Wednesday	10:38:30 AM	:30	\$375.00	P-2	USPRTV1:M-F 10a-11a	10:00 AM-11:00 AM	CROSS	1	MWASI

\$1,500.00

4

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 07/31/12-08/06/12 (08/03/12 11:51:25 AM)

REPORT

Spot Manager: All, 07/31/12-08/06/12

Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product	De-Estimate #	Spot #	AE
------	---------	----------	--------	------	----------	-------	--------------------	-------------	---------------	---------------	--------	----

Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 46303

Line: 13

08/03/12	Friday	11:28:41 AM	:30	\$1,600.00 P-1		USPRTV1:The Price is Right		11:00 AM-12:00 FCROSS			3	MWASI
08/02/12	Thursday	10:58:54 AM	:30	\$1,600.00 P-1		USPRTV1:The Price is Right		11:00 AM-12:00 FCROSS			2	MWASI
08/01/12	Wednesday	11:27:55 AM	:30	\$1,600.00 P-1		USPRTV1:The Price is Right		11:00 AM-12:00 FCROSS			1	MWASI

Line: 14

08/03/12	Friday	9:19:27 PM	:30	\$3,450.00 P-3		USPRTV1:Fri Reg 2		CROSS			1	MWASI
----------	--------	------------	-----	----------------	--	-------------------	--	-------	--	--	---	-------

Line: 15

08/03/12	Friday	12:28:56 PM	:30	\$1,400.00 P-1		USPRTV1:Local 12 News at Noon		12:00 PM-12:30 FCROSS			4	MWASI
08/01/12	Wednesday	12:23:39 PM	:30	\$1,400.00 P-1		USPRTV1:Local 12 News at Noon		12:00 PM-12:30 FCROSS			1	MWASI
08/02/12	Thursday	12:25:34 PM	:30	\$1,400.00 P-1		USPRTV1:Local 12 News at Noon		12:00 PM-12:30 FCROSS			2	MWASI
08/03/12	Friday	12:21:34 PM	:30	\$1,400.00 P-1		USPRTV1:Local 12 News at Noon		12:00 PM-12:30 FCROSS			3	MWASI

Line: 17

08/01/12	Wednesday	12:56:18 PM	:30	\$850.00 P-1		USPRTV1:Young & the Restless		12:30 PM-1:30 PFCROSS			1	MWASI
08/01/12	Wednesday	1:29:12 PM	:30	\$850.00 P-1		USPRTV1:Young & the Restless		12:30 PM-1:30 PFCROSS			2	MWASI
08/02/12	Thursday	1:00:56 PM	:30	\$850.00 P-1		USPRTV1:Young & the Restless		12:30 PM-1:30 PFCROSS			3	MWASI
08/03/12	Friday	1:28:56 PM	:30	\$850.00 P-1		USPRTV1:Young & the Restless		12:30 PM-1:30 PFCROSS			5	MWASI
08/03/12	Friday	12:58:41 PM	:30	\$850.00 P-1		USPRTV1:Young & the Restless		12:30 PM-1:30 PFCROSS			4	MWASI

Line: 19

08/03/12	Friday	3:58:32 PM	:30	\$500.00 P-2		USPRTV1:Let's Make a Deal		3:00 PM-4:00 PM CROSS			5	MWASI
08/02/12	Thursday	3:25:08 PM	:30	\$500.00 P-2		USPRTV1:Let's Make a Deal		3:00 PM-4:00 PM CROSS			2	MWASI
08/03/12	Friday	3:29:21 PM	:30	\$500.00 P-2		USPRTV1:Let's Make a Deal		3:00 PM-4:00 PM CROSS			3	MWASI
08/03/12	Friday	3:59:17 PM	:30	\$500.00 P-2		USPRTV1:Let's Make a Deal		3:00 PM-4:00 PM CROSS			4	MWASI
08/01/12	Wednesday	3:58:43 PM	:30	\$500.00 P-2		USPRTV1:Let's Make a Deal		3:00 PM-4:00 PM CROSS			1	MWASI

Line: 21

08/01/12	Wednesday	4:52:17 PM	:30	\$1,200.00 P-2		USPRTV1:4p Local 12 News at Four		4:30 PM-5:00 PM CROSS			1	MWASI
08/03/12	Friday	4:50:21 PM	:30	\$1,200.00 P-2		USPRTV1:4p Local 12 News at Four		4:30 PM-5:00 PM CROSS			4	MWASI
08/01/12	Wednesday	4:37:32 PM	:30	\$1,200.00 P-2		USPRTV1:4p Local 12 News at Four		4:30 PM-5:00 PM CROSS			2	MWASI
08/02/12	Thursday	4:37:21 PM	:30	\$1,200.00 P-2		USPRTV1:4p Local 12 News at Four		4:30 PM-5:00 PM CROSS			3	MWASI

Line: 23

08/01/12	Wednesday	5:13:33 PM	:30	\$1,400.00 P-2		USPRTV1:5p Local 12 News at Five		(5:00:00 PM-5:30 CROSS			1	MWASI
08/02/12	Thursday	5:27:55 PM	:30	\$1,400.00 P-2		USPRTV1:5p Local 12 News at Five		(5:00:00 PM-5:30 CROSS			2	MWASI
08/03/12	Friday	5:11:25 PM	:30	\$1,400.00 P-2		USPRTV1:5p Local 12 News at Five		(5:00:00 PM-5:30 CROSS			4	MWASI
08/03/12	Friday	5:20:37 PM	:30	\$1,400.00 P-2		USPRTV1:5p Local 12 News at Five		(5:00:00 PM-5:30 CROSS			3	MWASI

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 07/31/12-08/06/12

Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order	Product	De	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------	-------	--------------------	-------------	-------	---------	----	------------	--------	----

Advertiser: Crossroads Grass Root Political
Agency: Crossroads Media
Station: WKRC-TV
Order: 46303

Line: 25

08/03/12	Friday	5:42:37 PM	:30	\$1,500.00	P-2	USPRTV1:5p Local 12 News at Five	(5:30:00 PM-6:00 CROSS	4 MWAS
08/03/12	Friday	5:35:51 PM	:30	\$1,500.00	P-2	USPRTV1:5p Local 12 News at Five	(5:30:00 PM-6:00 CROSS	3 MWAS
08/01/12	Wednesday	5:51:02 PM	:30	\$1,500.00	P-2	USPRTV1:5p Local 12 News at Five	(5:30:00 PM-6:00 CROSS	1 MWAS
08/02/12	Thursday	5:53:21 PM	:30	\$1,500.00	P-2	USPRTV1:5p Local 12 News at Five	(5:30:00 PM-6:00 CROSS	2 MWAS
				\$6,000.00				
4								

Line: 27

08/03/12	Friday	2:59:26 PM	:30	\$1,600.00	P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM CROSS	3 MWAS
08/03/12	Friday	5:57:36 PM	:30	\$1,600.00	P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM CROSS	2 MWAS
08/02/12	Thursday	6:08:14 PM	:30	\$1,600.00	P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM CROSS	1 MWAS
				\$4,800.00				
				3				

Line: 29

08/01/12	Wednesday	7:28:42 PM	:30	\$1,200.00	P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM CROSS	1 MWAS
08/02/12	Thursday	7:28:05 PM	:30	\$1,200.00	P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM CROSS	3 MWAS
08/01/12	Wednesday	7:11:53 PM	:30	\$1,200.00	P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM CROSS	2 MWAS
08/03/12	Friday	7:10:42 PM	:30	\$1,200.00	P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM CROSS	4 MWAS
				\$4,800.00				
				4				

Line: 30

08/03/12	Friday	7:42:37 PM	:30	\$1,200.00	P-2	USPRTV1:M-F 730p-8p	CROSS	2 MWAS
				\$1,200.00				

Line: 31

08/01/12	Wednesday	11:27:02 PM	:30	\$1,800.00	P-2	USPRTV1:11p M-F Local 12 News 11 11:00 PM-11:35 FCROSS	1 MWAS
08/02/12	Thursday	11:34:33 PM	:30	\$1,800.00	P-2	USPRTV1:11p M-F Local 12 News 11 11:00 PM-11:35 FCROSS	2 MWAS
				\$3,600.00			
				2			

Line: 33

08/02/12	Thursday	12:30:19 XM	:30	\$650.00	P-2	USPRTV1:Letterman	11:35 PM-12:35 X	CROSS	3 MWAS
08/01/12	Wednesday	12:00:43 XM	:30	\$650.00	P-2	USPRTV1:Letterman	11:35 PM-12:35 X	CROSS	2 MWAS
08/01/12	Wednesday	12:08:09 XM	:30	\$650.00	P-2	USPRTV1:Letterman	11:35 PM-12:35 X	CROSS	1 MWAS
08/03/12	Friday		:30	\$650.00	P-2	Letterman	11:35 PM-12:35 X	CROSS	4 MWAS
				\$2,600.00					
4									

Line: 35

08/01/12	Wednesday	4:35:57 XM	:30	\$150.00	P-1	USPRTV1:430-5a News	4:30 AM-4:59 AM CROSS	1 MWASI
				\$150.00				

Line: 36

08/03/12	Friday	5:28:15 PM	:30	\$1,200.00	P-2	USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 CROSS	2 MWASI
				\$1,200.00				
				\$71,550.00				
				\$71,550.00				
				\$71,550.00				
				\$71,550.00				
				\$1				

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 07/31/12-08/06/12 (08/03/12 11:51:25 AM)

WIDEORBIT
REPORT

Spot Manager: All, 07/31/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product	Del	Estimate #	Spot #	AE
Advertiser: Crossroads Grass Root Political													
				\$71,550.00								72	
				\$71,550.00								72	

[Filtered by:] [Sorted by: Station]